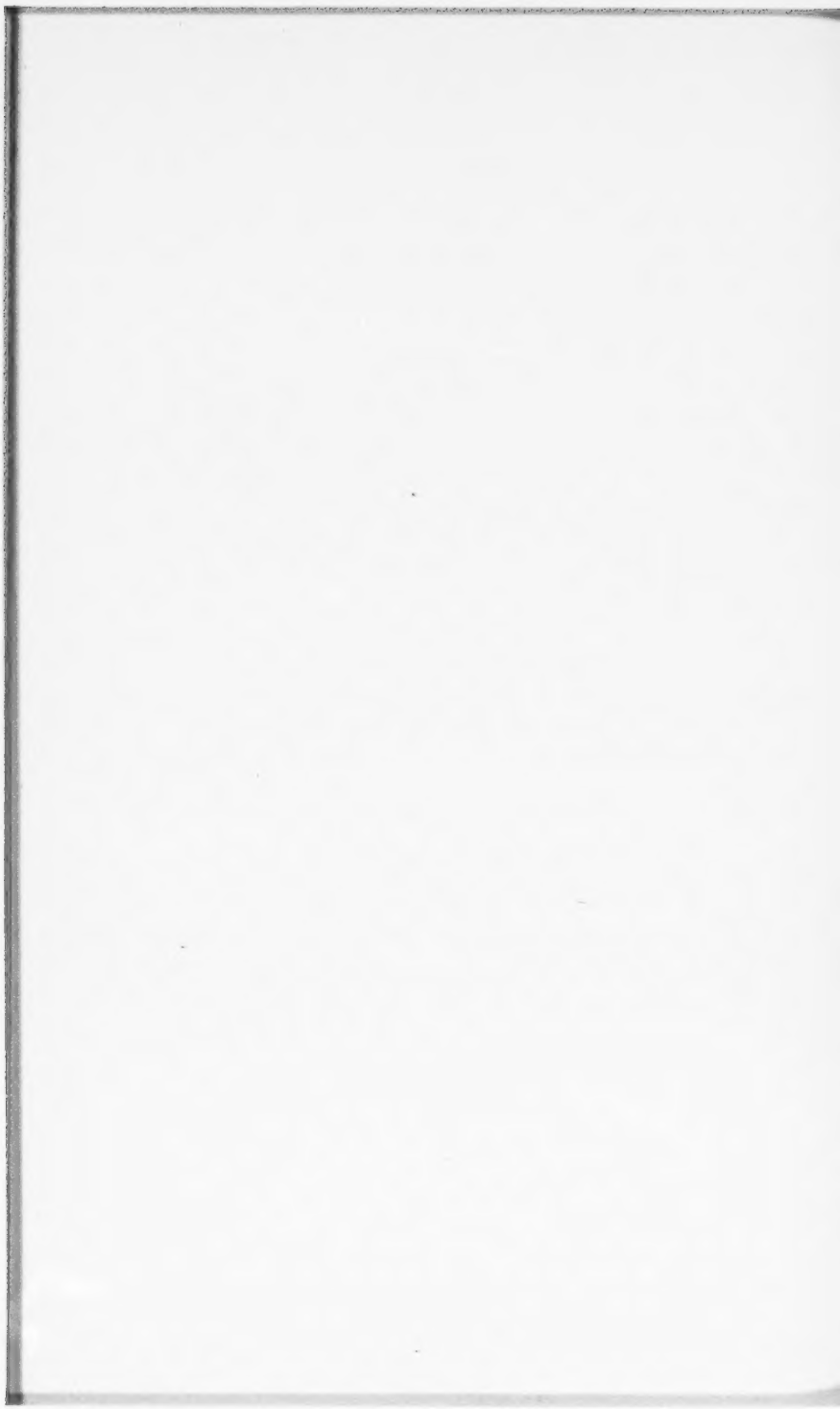

APPENDIX

Princette Publication

Cooperation Between Corset and Ready-to-Wear Departments Means Increased Sales for Both

Recent developments in merchandising are proving to successful retailers the wisdom of close cooperation between various departments in their stores. Perhaps the vogue of the ensemble was important in stressing this. The arrival and acceptance of the Princess silhouette, however, has been directly responsible for arousing the consciousness that there is real profit to both in close cooperation between the corset and ready-to-wear departments.

Of Interest to Buyers

In this connection, we are fortunate in having just received an interesting letter from the sales promotion manager of one of the most important and successful corset firms, who is now making a tour of investigation among the leading corset departments throughout the country.

Because we feel this letter offers a veritable mine of suggestions for successful ways of merchandising corsets we are publishing it for the benefit of corset buyers.—EDITOR'S NOTE.

The newest garment of Kops Bros., known as "Princette" is designed to combine the extremely low decolletage with complete figure control.

A back lace corset especially designed to give the Princess lines to stout figures. Shown by Warner Brothers Co.

FIRST let me say that the corset department has once again become a distinct entity in the stores. Whereas the merchandise man formerly would lift an eye brow when you mentioned corsets, today he smiles and says, "Aha! You boys are in the running again," or words to that effect. This has happened repeatedly to me on this trip.

All Eyes Upon Corset

The corset department has always been one of the most profitable departments in the store, but the "higher ups" thoroughly convinced that no one wore corsets any longer were merely waiting for the department to die a natural death. Today the corset department is the busiest in the store and all eyes are focused upon it.

Merchandise men and store owners have learned that the new style dresses can not be worn without the proper foundations. Consequently they urge their buyers to carry stocks of the new Princess lines, and that is what every up and coming buyer is doing today.

Must Fit Garments

I have with me a line of eighteen samples of new Princess garments ready for delivery November 1st. This line ranged in price from $3 to $25 which is obviously considerably higher than the average price of seasons past. Nevertheless, I find no objections to the higher price ranges.

It has already been demonstrated that the woman who wants the new outer apparel is ready to pay more for the foundation which makes it fit properly. Furthermore the new Princess foundations are distinctly fitting propositions and it has always been true that the woman in the fitting room will pay more for her corset than otherwise.

As to co-operation between the Ready to Wear and the Corset Departments, I will give you a few examples from my own experience.

Cooperation Between Departments

In a store in Columbus, I called three times before being able to catch the corset buyer. It developed that she was out of her department and in the ready-to-wear department supervising the fitting of foundations under the new frocks.

A Cincinnati store has gone so far as to advise all of its customers in the ready-to-wear department first to be fitted to the foundation before trying on new dresses.

A big store in New York State has placed signs in

(Continued on page 104)

DEFENDANT'S EXHIBIT N (Sheet 8).

Princette.

The Newest Nemo-flex Creation

Solves the Most Difficult Princess Mode Problem....
the extremely low decolletage combined with complete figure control.....

NO FINER molding garment has ever been produced. Light, flexible, beautiful yet really controlling—unquestionably the correct foundation for the Princess silhouette. The lines of the brassiere are so cut that an extremely low decolletage is possible without sacrifice of the necessary restraining qualities. Clever seaming and boning control the figure admirably. Ask the Nemo-flex representative about it.

Princette . . . No. 16-165
Made of lace, French silk batiste and French silk elastic, uplift bust and extremely low back. Ribbon elastic shoulder straps and tie garters. *To retail at* $16.50

KOPS BROS., Inc., 120 East 16th Street,
New York, N. Y.

Nemo-flex Anticipates the Mode